Automotive News

Detroit, September 8, 1980

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56th year—$35 per year, $1.00 per copy

Dealer discount 12 pct. on base model; 16 pct. on others

Escort starts at $5,158

By Robert W. Irvin
Editor-at-Large

Ford Motor Co. announced today the new Escort front-drive subcompact will have a base price of $5,158 for the three-door model with 1.6-liter engine and a manual transmission.

"This is the lowest base price of any front-drive car made in America," said Bennett E. Bidwell, vice president in charge of the car and truck group at Ford.

The new Dodge Aries and Plymouth Reliant, the compact Chrysler K-cars, will have a base price of $6,192 for the two-door model. Chevrolet's Citation, another front - drive compact, has a base price of $6,148 for the three-door model. The Dodge Omni, a subcompact five-door, will have a $6,018 base price.

Ford Chairman Philip Caldwell, who announced the Escort prices, said the four-door liftgate (wagon) model will have a $5,731 base price.

The base three-door Escort will carry a 12-percent dealer discount and will probably account for about 5 percent of sales, according to Bidwell.

Chevrolet has the same 12-percent discount on the Chevette Scooter price leader. The Chevette Scooter, a rear-drive car, will have a base price of $4,672 in 1981. The regular three-door Chevette has a $5,233 base price, with a 15-percent discount.

Caldwell said the other Escort three-doors will be priced at $5,494 for the L series, $5,838 for the GL series, $6,476 for the GLX series and $6,139 for the SS series. Comparable prices for the wagon are $5,814 for the L, $6,178 for the GL, $6,799 for the GLX and $6,464 for the SS.

Caldwell said the companion Mercury Lynx will have a price of $5,603 for the base three-door and $5,931 for the base wagon. Other prices include $5,903 and $6,235 for the GL models; $6,642 and $6,914 for the GS; $7,127 for the LS three-door, and $6,223 and $6,563 for the RS models.

Bidwell said aside from the base Escorts, the other Escort/Lynx cars would carry a 16 percent dealer discount. He said the L and GL Escorts would account for 75 percent of volume, the base model 5 percent.

The prices are all for the 1.6-liter engine, the only one available now because its 30-MPG city mileage rating is better than the 1.3-liter Ford had wanted to make the base engine. Bidwell said if the 1.3 is offered later, it will probably be at a lower price. The automatic transmission will be priced at about $340, he said.

Caldwell also announced that prices of the redesigned Granada would be $6,280 for the two-door and $6,437 for the four-door. He said the companion Mercury Cougar would be priced at $6,341 for the two-door and $6,498 for the four-door.

Ford has also changed the dealer discount on these and its other cars. The discount on the small cars—Mustang/Capri, Fairmont/Zephyr—is going from 15 to 16 percent. The Granada/Cougar is going from 17 to 18. The Thunderbird/XR-7 will go from 19 to 18. The LTD-Marquis from 22 to 18 and the Lincolns and Marks from 25 to 19. Option discounts will be 18 percent.

Showroom profits
Extra section included in this issue.

Early Chrysler K-cars wear sizeable stickers

By Joseph Bohn
Marketing Editor

When Jerry Pyle, Chrysler's vice president of sales, observed that "We at Chrysler are damn hungry, and we're about to eat"—he wasn't kidding.

Chrysler is carving a meal-and-a-half from its new K-cars.

They're pretty, but they ain't cheap.

Rick Thompson, general manager of Thompson Chrysler-Plymouth, Southgate, Mich., ordered a station wagon where "we X-ed every box (optional equipment) and got over $11,000. You were hard pressed to get a LeBaron wagon that high last year."

Thompson has received three two-door Reliant coupes. One, with only three options (power brakes, AM/FM stereo and vinyl roof—no automatic transmission, air or anything else) stickered at $7,362. Another, without air, but having automatic transmission and speed control in addition to a few basics, stickered at $7,906.

Thompson observed, "That's crazy," but added, "Everybody's prices are crazy — not just Chrysler's."

The K-cars, as expensive as they are, are priced right with GM's X-bodies, making the high price syndrome endemic in the industry this year.

Added Thompson, "The people we see buying cars — the percentage of discretionary income they're allocating to a new car is so high—a lot of them are saying we can't do it, or we won't do it.

"For 50 percent of the people their car payment exceeds their house payment."

A well-equipped $10,000 K-body wagon, for example, with a 36-month payment schedule, would yield payments of $380 a month.

• Interestingly, there's only about a 10 percent markup for the dealers, too.

For example, a K-body stickered at $9,981 has a dealer invoice of $8,918, leaving a margin of $1,063.

People who have been used to

Continued on Page 45, Col. 1

The Honda-BL effort

A Japanese Ballade

Just introduced in Japan is the Honda Ballade. This model will be produced in Britain by BL, starting next summer, probably under a Bounty nameplate. The Ballade is based on Civic mechanicals, with 1.3 or 1.5-liter engine. BL will build the car with 1.3-liter engines only. Wheelbase is 91.3 inches, same as the Prelude. Overall length is 161 inches (same as Prelude), compared with 148 for the Civic and 171.9 for the four-door Accord. Related story on Page 3.

breaking news

Cimarron—new Cadillac J-car?

DETROIT.—The new subcompact Cadillac, due to be introduced next year, may be called the Cimarron. The car will be built off the new front-drive J-car body which will be introduced next spring by Chevrolet and Pontiac as replacements for the Monza and Sunbird.

Natural gas to fuel Canadian cars

CALGARY, Alta.—A new Canadian firm, CNG Fuel Systems, Inc., plans to promote the use of compressed natural gas as motor fuel and offer it through existing service stations within three years. The main development effort will be in Alberta, which has large supplies of natural gas. The new company is headed by Judd Buchanan, a former senior Cabinet minister.

Ford tags $73 million for sporty Escort

OAKVILLE, Ont.—Ford Motor Co. will spend about $73 million at its St. Thomas plant, beginning in December, to

See BREAKING NEWS, Page 49, Col. 1

GM chairman sees car sales rising 7.5 pct. to 10 million for model year

Murphy predicts an upturn but no boom for '81

DETROIT.—In his annual assessment of the upcoming model year, General Motors Chairman Thomas A. Murphy sees a modest upturn in car and truck sales but certainly no boom time for the depressed motor vehicle industry.

His prediction for the 1981 model year is 13 million new units—10 million cars and 3 million trucks. This compares with 12.1 million for the 1980 model year on 9.3 million cars and 2.8 million trucks.

Murphy's forecast is up 7.5 percent on cars and 7.1 percent on trucks. His car-truck estimate shows a gain of 7.4 percent.

He believes, however, that the sales pace will show a gradual acceleration during the year and that the rate should be in excess of 14 million units annually by the end of the 1981 model year.

Murphy anticipates "some reduction" in the sales penetration of imported cars in the 1981 model year "as a result of the outstanding fuel - efficient and demand - responsive new cars coming from all of the domestic manufacturers."

He puts imports at more than 25 percent of sales for the 1980 model year.

In his statement, Murphy reviewed the problems that have wracked the industry during the past year, but he also pointed to some bright spots for the future.

He said that the industry, now emerging from one of the most turbulent and difficult periods in its history, will be embarking on a period of renewed growth and opportunity in the forthcoming 1981 model year.

• The problems have been many and severe. He mentioned the abrupt shift in 1979 in the mix of vehicles chosen by buyers in the wake of the energy situation following the Iranian revolution and noted that 1980 sales were further buffeted by a downturn in economic activity and the imposition of credit restraints.

"The resultant slack vehicle demand," he said, "forced curtailment of production to the lowest level in nearly two decades. The depressed financial results of the individual companies illustrate the pressures under which the industry has been operating."

However, Murphy said, prospects for the return to a stronger demand pattern have improved in the past two months. He said the worst of the recession has passed and an upturn can be expected before the end of the year.

"Interest rates are substantially below the record levels reached earlier in the year and credit availability has improved substantially," he said.

"The principal surveys of consumer confidence indicate an improving outlook for the economy in the coming year and—more importantly—for plans to purchase durable goods; including automobiles.

"Further, after being depressed by the same factors which affected new-car sales, used-car prices and sales have rebounded strongly in the past three months—a development that typically translates into better new-car sales within a very short time."

Anticipation of improved motor vehicle demand is justified

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Monday, Sept. 8, 1980

SHOWROOM PROFITS

Factory pre-tax margin above dealers'

Pushing iron: It's a Herculean task

By Edward Lapham
Financial Editor

Dealer profitability is always a problem, but particularly so in today's tough market where pushing iron is akin to a Herculean task.

As the accompanying graph illustrates, the factories' pre-tax profit margins over the past decade, while strained during certain periods, were always well above the dealers' margins.

Last year, the factory margin slipped further, to 3.5 percent from 8.7 percent in 1978 and 9.0 percent in 1977. The dealer margin slipped to 1.5 percent from 2.2 percent in 1978 and 2.15 percent in 1977.

All of the old maxims, relationships, wise sayings and other relics of the past have been relatively worthless in the new decade; for the first time in recorded history, the dealer margin in 1980 is likely to be better than the factory—in spite of the number of dealership failures and the bleak sales outlook through the normally strong introduction period.

For the first six months of 1980, the dealer pre-tax profit margin slipped further, to 0.7 percent, but with losses reported by General Motors, Ford, Chrysler and American Motors, the factory margin plummeted to a minus 4.3 percent.

It is possible that a smattering of black ink by GM in the fourth quarter will improve that margin, but Wall Street analysts believe that, overall, it is still going to be a losing year for the factories.

Of course, there are the usual differences in measuring pre-tax profit (or loss) margins, like a dealer's ability to have other corollary businesses which complement his sales/service operations. The dealer can, in fact, offset showroom losses by selling and installing add-on equipment.

Different techniques

Different techniques work differently for different situations, dealers report. Some say that more than ever they push undercoating, radios and pinstriping. Others say they don't "fool" with that type of item "because a dealer should concentrate his efforts on selling the factory's product."

Leasing, touted by many, just doesn't work for others. Some dealers emphasize finance and insurance operations, while others report that they have terminated their F&I managers because they just can't "make any money with a negative usury margin."

Regardless of a dealer's position on any of the "extras," it is clear that more sales are the only real "key" to more profits; for the dealer who ignores extras the relationship is obvious and for the dealer who thrives on frills more volume means more extras.

And, like so many basic rules, it is obvious that more sales require more customers willing to buy with either the cash or credit necessary.

Karl Singer, Karl Singer & Associates, Dallas said a contemporary "hot" area is the subject of customer equity, that is, the downpayment.

"Dealers do not know how to develop customer equity," said Singer, whose firm helps dealers analyze operations and make necessary profit-motivated changes.

"One of the greatest challenges facing the retail industry today is the required change in vehicle merchandising habits," he said.

Merchandising habits

The need for a change in merchandising habits becomes apparent, Singer said, when dealers take a good look at their operations and realize that "between 80 and 90 percent" of all sales opportunities "involve a finance-related prospect."

This fact has evolved from market changes which have put 50 million Americans between the ages of 24 and 36 in the "automotive purchase band." Increased numbers of two-income families plus increased market impact by single and divorced women means the need for change "will reach unprecedented levels," Singer said.

"Since last October, the retail industry has been preoccupied with the cost of both retail and wholesale money," he said. "This preoccupation has blinded some dealers to a core problem of increasingly poor write-up/delivery ratios. This problem began long before last October."

Singer said floor traffic is not off as much as many dealers maintain.

"The critical problem centers around the fact that in most volume dealerships, between 35 and 50 percent of the bona-fide finance-related write-ups are not being delivered," he said. "The solution of this crisis begins with a firm fact of life: The average customer has the cash to allocate to the purchase although most dealerships seem incapable of obtaining it."

More customer equity

Singer claimed his firm has developed a method for training salesmen to extract more customer equity, which in turn enables the dealership F&I manager to sell the retail paper, either to the factory's captive finance arm or to another source.

"Customer equity, as many other areas of our business, is a state of mind," he said. "How many dealers, whose colleagues are volume-merchandising products in the Chevrolet, Ford, Pontiac, Oldsmobile and standard import price classes, would believe that some of them are securing direct customer cash averaging some $1,800 per new-vehicle finance contract and $1,300 per used-vehicle contract?"

Singer has many programs for big-volume dealers which he claims will capture incremental and marginal sales in conjunction with dealership F&I programs. He said most dealership sales departments can be trained to extract more cash.

"Like anything else successful," he said, "It takes an organized approach with professional installation."

His emphasis on F&I was not unique, because of that obvious need to find customers with cash or cash for customers.

Wayne R. Lynn, World Service Life Insurance Co. vice president, said one thing a dealer can do in the current market is

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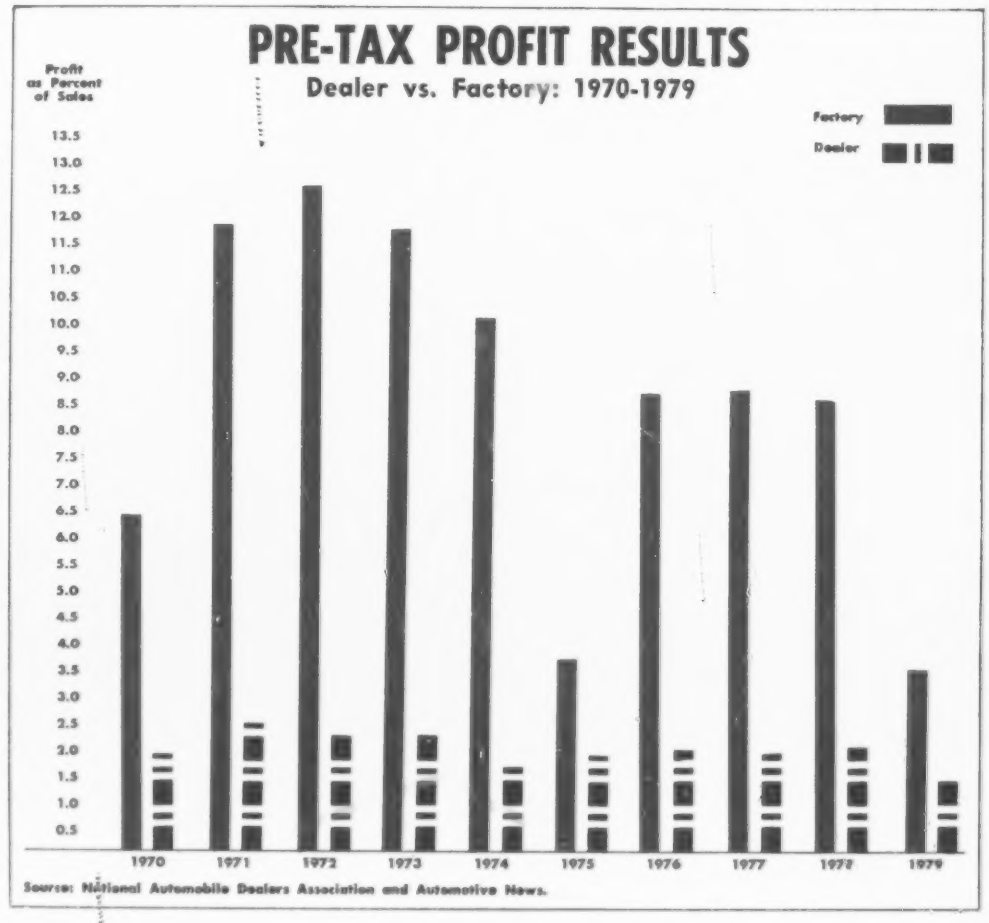

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Pushing iron: It is a Herculean task

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to make sure he doesn't worsen his situation by terminating his F&I manager.

"From our experience, a dealer invariably exacerbates existing financial problems when he terminates his F&I manager," Lynn said. "Yet, that is frequently one of his early actions in a serious sales slump."

Lynn feels so strongly about this matter that he recently sent a letter to all WSL dealer clients advising them of the risks inherent in terminating F&I managers.

The letter warned dealers that the arguments for termination, which generally include reduced new-car sales rate, high discount rate, prevalence of cash buyers or finance source reluctance to finance add-ons, are fallacious.

Keep F&I managers

Lynn said six points are worth considering in defense of retaining F&I managers.

First, Lynn said, the F&I manager "is the best-qualified person" in the organization to obtain financing for marginal cases through "creative" deals for the buyer who may be short of cash or have marginal credit.

Second, it may be better to have the F&I manager double up some duties "with fleet and leasing, daily rental, even retail sales." A dealer would be "money ahead by terminating a marginal salesman or two, who are selling only to walk-ins, and letting the F&I manager handle some floor traffic," Lynn said.

Third, Lynn believes the "particular forte of a good F&I manager" is his ability to get lenders to advance insurance premiums and other add-ons which are important to profit-troubled times.

Fourth, the insurance executive said, many F&I managers have been trained to properly shape a deal to fit the circumstances of a particular customer.

He agrees with Singer that convincing the customer to "look to non-conventional sources for additional downpayment money" is important in many deals, but he maintains that a good F&I manager will know when, for profit purposes, it is best to encourage a heavier finance load from particularly credit-worthy customers.

Fifth, since Lynn maintains that fewer than 10 percent of buyers are "bona-fide cash customers," a trained F&I manager can mount a "consistent, effective effort" to convert the buyers who obtain outside financing in order to pay cash at the dealership.

Finally, he recommended that alternate compensation plans, such as salary plus bonus, can be used on a short-term basis to keep F&I managers on staff even though a high discount/low usury squeeze may have "eliminated" income opportunities under other plans.

"All this means that your best chance of delivering a sold car comes through your F&I manager who successfully sells dealer financing," Lynn said.

Naturally, there are a variety of suppliers, vendors and consultants who have products or services to offer which they believe can help new-car dealers through the difficult times.

NADA services

There also are the NADA 20 Groups, comprised of about 20 same-make dealers of approximately the same size, which provide forums for airing and solving common problems.

NADA still offers many other services which, like Sales-Trak and Shop-Trak, have proved popular and helpful to many dealers.

These informational services, provided to members, are aimed at improving a dealer's ability to adjust or control his business environment. There also are management guides for such areas as forecasting, auditing techniques, balance sheet management, pay plans and even dealership location analysis.

The trick, of course, is to weather the economic storm, even with thin margins, in order to survive long enough to enjoy the improved market which will follow.

The object is to make as much money as possible by pushing as much iron as possible. To do that, dealers, more than ever, are going to have to develop their individual ways of building financial strength.

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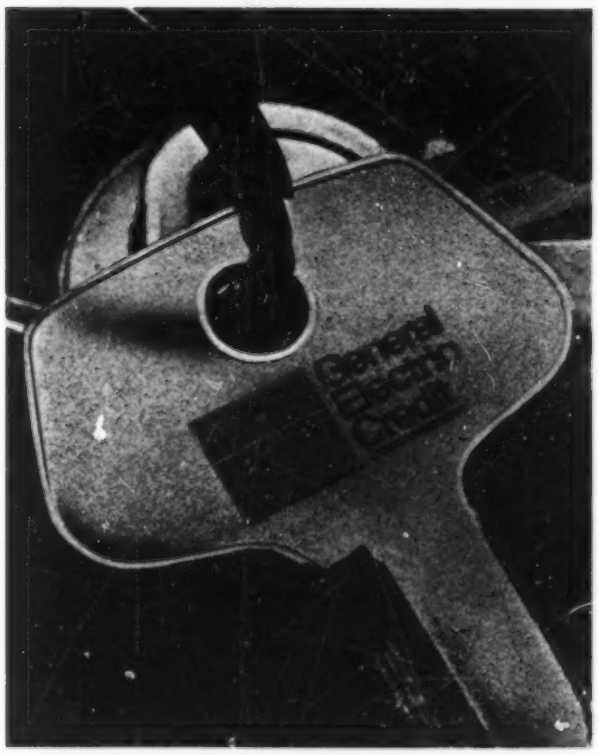

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SERVICE INDEX
105.4*

	July, '80 vs. July, '79	7 mos., '80 vs. 7 mos., '79
Gross Profit on All Labor and P&A Sales	+ 8.2%	+ 1.2%
Repair Orders Written	— 0.8%	—10.9%
Total Labor Sales (Customer & Warranty)	+ 5.4%	+ 0.8%
Shop Parts Sales (Customer & Warranty)	+ 8.8%	— 1.0%
Sales of All P&A	+ 6.8%	— 2.3%

*—Survey by Automotive News shows that dealers' service and parts business in July, 1980, was 105.4 percent of business in July, 1979. Service business in the six months of 1980 was 96.0 percent of business in the corresponding period in 1979.

Predicasts sees annual sales of 900,000 by 1995

Electric-car sales forecast electrifying

CLEVELAND. — The infant U. S. electric car market—currently inching along at less than 2,000 cars per year—will reach 100,000 by 1990 and an astonishing 900,000 by 1995, says Predicasts, Inc., the business information and market research firm.

Batteries & Electric Vehicles, a study of the industry by Predicasts' Research Group, targets the major market at two-three car families who use their extra car for short-range driving.

Predicasts' analysts calculate that if the vehicles now owned as second or third cars—35 million in 1979—were converted to electric power, U. S. oil consumption would drop by more than 5 percent.

Although the study notes that at present "only a fringe element of curious individuals have been willing to purchase an electric car," it says demand will gather momentum toward the end of this decade.

Predicasts' researchers attribute this growth to several factors: Energy availability and cost, which will begin to spur demand in the mid-1980s, and the Electric and Hybrid Vehicle Demonstration Act of 1976. The act authorizes $160 million to be spent over a five-year period, providing financial incentives and substantially reducing the risk to participating firms.

Predicasts expects this research and development to result in battery upgrading that will reduce both initial and maintenance costs while improving reliability, range and charging characteristics.

$14 billion value

U. S. shipments of electric passenger cars will be valued at over $14 billion by 1995, according to Predicasts. At that time, the total number of electric vehicles produced—including commercial, industrial and golf cars as well as passenger cars—will reach 1.6 million, bringing the number in use to four million, the company said.

Although U. S. production of electric autos is expected to skyrocket, the majority of this growth will not occur until the following decade, according to Predicasts. Because of the shift from existing technologies (i.e., the internal combustion engine) and the poor financial position of most U. S. auto manufacturers, American producers will fail to meet demand in the late 1980s.

Predicasts expects imports to capture 60 percent of the electric vehicle market during this period. However, domestic capacity will increase dramatically in the early 1990s, permitting U. S. manufacturers to rebound to a 70 percent market share, the firm said.

Predicasts projects that primary battery shipments will gain market share until 1987 but slide thereafter as the electric

Continued on Page E-17, Col. 1

Electric vehicle group charts output capacity

A trade group's extensive survey of electric vehicle production, back orders and capacity indicates strong growth of interest among individuals and businesses in buying electrics.

The Electric Vehicle Council compiled data through a phone survey of domestic EV makers and related firms. It shows that 2,212 of the 2,524 EVs built have been sold. There is a backlog of orders for 3,590 vehicles.

The council's address is: Electric Vehicle Council, 1111 Nineteenth St., N.W., Washington, D.C., 20036. Phone 202-828-7516.

This is the Electric Vehicle Council's picture of production capability:

Manufacturers

	Produced to Date	Sold to Date	Back Orders	1980 Mfg. Level (per month)	1981 Mfg. Level (Est.) (per month)
Battronic	200	200	6	2	4
Bradley	50	50	750	200	417
Die Mesh	4	1	0	—	30
Electric Vehicle Associates	81	81	75	10	25
Electric Vehicle Industries	75	75	2,000	40	170
General Engines	650	575	233	140	200
H-M Vehicles	9	9	45	2	—
JMJ Electronics	75	60	....	6	17
Jet Industries	200	200	285	60	220
Marathon	50	50	30	9	30
Omega General	26	26	45	120	1,000
Palmer Sales & Service (specialty EVs only)	21	21	0	1	—
South Coast Technology	12	10	66	40	500
U. S. Electricar	400	400	—	180	2,500
Unique Mobility	18	6	0	4	80
Utopia Electric Vehicles	4	4	1	1	3
Western Research Industries	7	3	4	4	40
TOTAL	1,882	1,771	3,540	819	5,236

The survey was in two parts covering manufacturers and developers. Developers are companies that build vehicles only on special order, for special projects, for prototype development or that may produce them in the future.

Developers

Special Programs

	Produced to Date	Sold to Date	Back Orders	1980 Mfg. Level (per month)	1981 Mfg. Level (Est.) (per month)
AM General	350	350	0	0	0
Copper Development Assn. Inc.	6	0	0	0	—
Garrett Corporation	1	0	0	0	—
General Electric Co.	2	0	0	0	—
GMC Truck & Coach	39	35	0	0	0
Grumman Allied Industries	2	0	0	0	0
Hybricon	1	0	0	0	0
Triad Services	5	0	0	0	—
21st Century Electric Vehicles	5	0	0	1	1
VW of America	100	11	0	0	17
Intend to Produce					
Electric Fuel Propulsion Corp.	125	40	0	2	417
Electric Passenger Cars & Vans	6	5	0	1	20
Phaser Systems	0	0	50	1	17
TOTAL	642	441	50	5	489

Continued from Page E-16

vehicle boom affects shipments of secondary batteries. The market for secondaries — storage batteries that can be recharged —will exceed $20 billion by 1995, or over 80 percent of total battery shipments, the firm said. Electric passenger cars are expected to represent a $6 billion battery market at that time.

Although lead-acid batteries are currently used in virtually all electric autos, Predicasts believes they will account for only 10 percent of the 1995 electric car market because of energy density shortcomings. "Exotic" advanced secondary battery systems such as nickel-zinc, nickel-iron, and lithium metal-sulfide —now commercially unavailable —"will be the major new participants," said Predicasts.

Auxiliary power

The market for stand-by and auxiliary storage systems—used to provide electric power in remote locations and uninterrupted power if a primary system fails—will exceed $0.5 billion by 1995, up 11 percent annually from 1979, Predicasts said. Here, too, lead-acid batteries will gradually decline, falling from 74 percent to 40 percent of the market by 1995 as advanced secondary systems come to the forefront.

U. S. ELECTRIC CAR ESTIMATES

ITEM	1979	1990	1995
Passenger Car Production (000)	8,386	11,150	12,250
Pct. Battery Operated	.02	90	7.35
Battery-Operated Car Production (000)	1.7	100	900
000$/car	7.2	12.5	15.8
Electric Passenger Car Shipments (millions of $)	12	1,250	14,200

Source: Research Group, Predicasts, Inc.

REFER TO PREVIOUS PAGE

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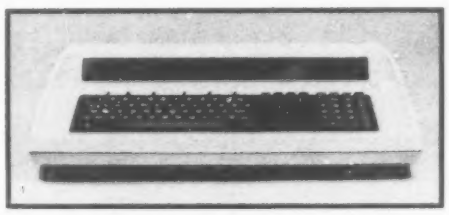

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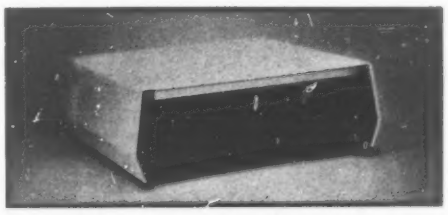

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Total of 214,660 is second highest ever for month

Import registrations solid in May

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars were down in May from the preceding year, according to figures compiled by R. L. Polk & Co. But last year's May total was the highest for any month in history and this year's figure was the second-best May ever.

New import registrations in May totaled 214,660, down 9.54 percent from the record 237,289 a year earlier.

While imports were down in May, they were not down as much as the domestics, and import penetration was the highest for any month in history at 29.28 percent, compared with 24.05 percent a year earlier. The previous monthly high mark was 28.16 percent in April this year.

For the first five months of 1980, import registrations totaled 1,056,198, a record for the period and 11.06 percent ahead of last year's 951,055 record pace. Imports accounted for 27.98 percent of U. S. new-car registrations in the first five months, up from 21.76 percent last year.

Toyota, Datsun and Subaru all increased their share of new import registrations in May compared with a year earlier. No. 1 Toyota boosted its share 2.70 percentage points to 23.24 percent, while second-place Datsun closed the gap a bit by advancing 3.05 points to 21.70 percent. Subaru was up 1.07 points to 5.14 percent.

The rest of the top 10 imports lost in market share from a year earlier. Honda accounted for 14.32 percent of the May import market, off 0.13 of a point; Volkswagen, 10.90 percent, down 0.93 of a point; Mazda, 5.71 percent, down 0.54 of a point; Fiesta, 2.52 percent, off 0.60 of a point; Arrow, 2.32 percent, down 0.21 of a point, and Colt, 2.02 percent, down 1.32 points.

Rounding out the top 10, Volvo accounted for 1.90 percent. It was not in the top 10 a year ago.

The top 10 imports accounted for 89.77 percent of the total in May, compared with 87.27 percent a year earlier. In the first five months, the top 10 took 88.86 percent of the total, up from 85.99 percent last year.

• Japanese nameplates accounted for 75.37 percent of the May import market, up from 71.73 percent a year earlier. France was the only other country of origin to show a gain. It accounted for 1.39 percent, up 0.28 of a point.

Registrations of imported cars in May by country of origin, with year-earlier figures in parentheses, were: Japan, 161,793 (170,219); West Germany, 39,068 (47,253); Sweden, 4,919 (5,943); Italy, 3.711 (6,445); France, 2,974 (2,640), and United Kingdom, 2,195 (4,789).

Registrations by country of origin for the first five months of 1980, with year-earlier figures in parentheses, were: Japan, 793,579 (652,544); West Germany, 190,865 (217,156); Sweden, 25,891 (27,741); Italy, 21,314 (26,367); France, 14,933 (11,335), and UK, 9,616 (15,911).

Registrations of imported trucks in May were down 9.39 percent to 43,719 from 48,250 a year earlier.

Registrations of imported trucks in May, with year-earlier figures in parentheses, were: Toyota, 11,268 (12,329); Datsun, 9,384 (11,620); LUV, 6,673 (9,502); Courier, 6,031 (6,687), and others, 10,363 (8,112).

The truck import total for the first five months of 1980 was 228,158, up 13.88 percent from 200,342 last year.

Registrations of imported trucks in the first five months, with year-earlier figures in parentheses, were: Toyota, 58,835 (45,377); Datsun, 46,251 (43,167); LUV, 38,857 (44,739); Courier, 33,471 (34,859), and others, 50,744 (32,200).

IMPORT REGISTRATION SHARES IN U. S.

	MAY					FIVE MONTHS				
	Regis., May, 1980	Percent Share of Market	Regis., May, 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 5 mos., 1980	Percent Share of Market	Regis., 5 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	49,891	23.24	48,740	20.54	+ 2.70	247,714	23.45	178,427	18.76	+ 4.69
Datsun	46,576	21.70	44,255	18.65	+ 3.05	223,949	21.20	168,419	17.71	+ 3.49
Honda	30,735	14.32	34,291	14.45	− 0.13	144,082	13.64	145,951	15.35	− 1.71
Volkswagen	23,405	10.90	28,075	11.83	− 0.93	103,091	9.76	130,339	13.70	− 3.94
Mazda	12,267	5.71	14,826	6.25	− 0.54	62,742	5.94	53,996	5.68	+ 0.26
Subaru	11,038	5.14	9,658	4.07	+ 1.07	48,627	4.61	40,087	4.21	+ 0.40
Fiesta	5,414	2.52	7,391	3.12	− 0.60	30,960	2.93	30,245	3.18	− 0.25
Arrow	4,981	2.32	6,008	2.53	− 0.21	28,996	2.75	.....	.....	.....
Colt	4,329	2.02	7,929	3.34	− 1.32	27,371	2.59	25,354	2.67	− 0.08
Volvo	4,071	1.90	.....	.....	.....	20,972	1.99	.....	.....	.....
Fiat	.....	.....	5,917	2.49	.....	.....	.....	23,750	2.50	.....
Mercedes						.....	.....	21,259	2.23	.....
All Others	21,953	10.23	30,199	12.73	− 2.50	117,674	11.14	133,228	14.01	− 2.87
TOTAL	214,660		273,289			1,056,198		951,055		
Share of U.S. Total	.....	29.28	.....	24.05	+ 5.23	.....	27.9%	.....	21.76	+ 6.22

Registrations not available for Oklahoma.

factories list auction dates

American Motors

Sept. 3—Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Sept. 4—Todd Auto Auction, Rte. 309, Telford, Pa.

Sept. 9—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Sept. 10—Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Sept. 11—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Sept. 12—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Sept. 16—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

Sept. 17—Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

Sept. 18—Todd Auto Auction, Rte. 309, Telford, Pa.

Sept. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Sept. 24—Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Sept. 25—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Sept. 26—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Sept. 30—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

AMC sales are open to all dealers.

Ford Motor Co.

Sept. 9—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Sept. 11—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.; Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

Sept. 16—Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.

Sept. 17—Concord Auto Auction, Hosmer St., Acton, Mass.; Clanton's Auto Auction Sales, Hwy. 34 W., Darlington, S. C.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Sept. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Sept. 24—Dallas Auto Auction, 4226 E. Main, Dallas, Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Metro Auto Auction of Kansas City, Lee's Summit Mo.

Sept. 30—South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Chrysler Corp.

Sept. 9 — Chrysler Leasing Corp. 3500 W. MacArthur Blvd., Santa Ana, Calif.

Sept. 10—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Sept. 16—Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Sept. 24—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Chrysler sales are restricted to Chrysler Corp. dealers.

Used car sales

Auction averages

August	$3,649
Month ago	$3,567
Year ago	$3,014

Model breakdown

Auction averages

	AUGUST	JULY	JUNE
1980	$6,516	$5,662	$5,821
1979	5,022	4,900	4,650
1978	3,806	3,631	3,501
1977	3,258	3,046	2,981
1976	2,445	2,214	2,328
1975	1,808	1,711	1,772
1974	1,310	1,240	1,343
1973	963	968	1,084
Overall Average	$3,649	$3,289	$3,349

New five-year agreement

H. E. Derrick, Jr., Pontiac-Cadillac-GMC-AMC-Jeep dealer and owner of Lexington Motors, Inc., Lexington, Va., signs a new sales and service agreement with General Motors. Derrick is chairman of the NADA Industry Relations Committee which consulted with GM on its new five-year agreement. Seated with him is Carey W. Thompson, Pontiac's Washington zone manager.

Reynolds offers new systems for auto dealers

DAYTON.—Reynolds & Reynolds Co. has introduced a new family of computerized systems which it says offers auto dealerships fast information processing for control of accounting and parts inventory, with a low cost.

Called TC 1000/Dealer Management Systems, they offer remote processing. Each business day, the dealer's transactions are entered into the computer, stored and then transmitted during the night via telephone line to a Reynolds regional processing computer. The transactions are processed into reports which can be transmitted back through the terminal.

Each morning, the dealership receives management reports containing information for control of accounting functions and parts inventory.

With the accounting system, the dealer gets a daily operating control report, demand schedules and other management reports. Monthly, a dealer receives journals, accounts receivable statements, general ledger and the financial statement.

The parts inventory system provides current inventory status reports, automatic stock orders and demand management reports. Reynolds said detailed reports are designed to meet dealership needs including counterman productivity report, bin audit report, extended value report by supplier plus other reports.

The company said a minimum monthly cost would be about $200 for the accounting service and $250 for the parts service.

used-car auction directory

Display Rates: $48.00 per column inch (minimum space, 1 inch on 1 column.) **Listing Rates:** (maximum: Four lines of type - 1 time, $12; 13-times, $10.50; 26-times, $9.00; 52-times, $8.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. **Closing:** 10 days in advance.

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NEW-CAR MARKET SHARES IN U. S.

	JUNE Regis., June, 1980	JUNE Percent Share of Market	JUNE Regis., June, 1979	JUNE Percent Share of Market	JUNE Pct. Pt. Change '80 vs. '79	SIX MONTHS Regis., 6 mos., 1980	SIX MONTHS Percent Share of Market	SIX MONTHS Regis., 6 mos., 1979	SIX MONTHS Percent Share of Market	SIX MONTHS Pct. Pt. Change '80 vs. '79
Chevrolet	130,308	19.28	183,183	20.86	− 1.58	892,259	20.05	1,052,650	20.05	.....
Ford	88,847	13.14	120,942	13.77	− 0.63	561,561	12.62	780,149	14.86	− 2.24
Oldsmobile	61,811	9.14	80,562	9.18	− 0.04	394,526	8.86	468,103	8.92	− 0.06
Buick	52,157	7.72	56,211	6.40	+ 1.32	336,191	7.55	335,941	6.40	+ 1.15
Pontiac	46,742	6.91	65,303	7.44	− 0.53	305,103	6.85	395,489	7.53	− 0.68
Mercury	23,439	3.47	39,929	4.55	− 1.08	171,465	3.85	263,553	5.02	− 1.17
Dodge	16,871	2.50	32,048	3.65	− 1.15	121,548	2.73	196,334	3.74	− 1.01
Plymouth	15,752	2.33	28,211	3.21	− 0.88	113,375	2.55	178,332	3.40	− 0.85
Cadillac	14,987	2.22	20,398	2.32	− 0.10	108,358	2.43	157,138	2.99	− 0.56
AMC	11,131	1.65	13,398	1.53	+ 0.12	79,738	1.79	71,723	1.37	+ 0.42
Chrysler	8,673	1.28	17,574	2.00	− 0.72	70,487	1.58	115,281	2.19	− 0.61
Lincoln	5,317	0.79	7,808	0.89	− 0.10	39,069	0.88	69,560	1.33	− 0.45
GENERAL MOTORS	306,005	45.27	405,657	46.20	− 0.93	2,036,437	45.75	2,409,621	45.90	− 0.15
FORD MOTOR CO.	117,603	17.40	168,679	19.21	− 1.81	772,095	17.35	1,113,262	21.21	− 3.86
CHRYSLER CORP.	41,296	6.11	77,833	8.86	− 2.75	305,410	6.86	489,947	9.33	− 2.47
AMERICAN MOTORS	11,131	1.65	13,398	1.53	+ 0.12	79,738	1.79	71,723	1.37	+ 0.42
IMPORTS	199,413	29.50	212,026	24.15	+ 5.35	1,255,611	28.21	1,163,081	22.15	+ 6.06
MISCELLANEOUS	516	0.07	457	0.05	+ 0.02	1,847	0.04	2,341	0.04	.....
TOTAL	675,964		878,050			4,451,138		5,249,675		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma.

Month trails year ago by 23 pct.

New-car market falls to lowest tally since '62

U. S. new-car registrations in June were lowest for that month since 1962, according to figures compiled by R. L. Polk & Co.

New-car registrations in June totaled 675,964, down 23.02 percent from 878,050 a year earlier. It was the lowest June count since 601,935 new cars were registered in the 1962 month.

Imported cars shared in the decline, but to nowhere near the extent of domestics. U. S.-built cars totaled 476,551, down 28.45 percent from 666,024 a year earlier, while imports dipped to 199,413, off 6.33 percent from 212,026.

For the first half of 1980, new-car registrations totaled 4,451,138, down 15.21 percent from 5,249,675 last year.

Among the U. S. corporate makers, only American Motors increased its market share in June compared with a year earlier. Miscellaneous domestic lines registered a tiny gain, but the lion's share of the losses by General Motors, Ford Motor Co. and Chrysler Corp. was again gobbled up by the imports.

• The imports took 29.50 percent of June new-car registrations, up 5.35 percentage points from a year earlier. AMC was up 0.12 of a point to 1.65 percent and miscellaneous domestics were up 0.02 of a point to 0.07 percent (heftiest share for that segment for any month since January, 1977).

Chrysler Corp. suffered the biggest market share drop, off 2.75 points to 6.11 percent. Ford Motor Co. was down 1.81 points to 17.40 percent, while GM dipped 0.93 of a point to 45.27.

Excluding imports, domestic-only registrations in June were divided this way: GM, 64.21 percent; Ford Motor Co., 24.68 percent; Chrysler Corp., 8.67 percent; AMC, 2.33 percent, and miscellaneous, 0.11 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 60.91 percent; Ford Motor Co., 25.33 percent; Chrysler Corp., 11.68 percent; AMC, 2.01 percent, and miscellaneous, 0.07 percent.

• By size segments, only subcompacts among American makes managed to eke out a larger market share in June than a year earlier. Subcompacts accounted for 12.62 percent of June registrations, up 0.44 of a point.

All other segments contributed to the imports' 5.35 point gain. Biggest loser was the standard segment, down 2.55 points to 11.12 percent. Compacts were off 1.31 points to 22.17 percent, while intermediates were down 0.58 of a point to 20.33 percent.

The luxury segment dipped 0.27 of a point to 4.26 percent of June registrations.

Registrations by size class in June were: Subcompact, 85,319; compact, 149,864; intermediate, 137,426; standard, 75,130; luxury, 28,812, and import, 199,143.

The top 20 domestic nameplates in registrations in June were:

1—Chevrolet Citation	29,549
2—Chevrolet Chevette	26,094
3—Ford Fairmont	24,482
4—Chevrolet Malibu	20,610
5—Ford Mustang	20,159
6—Olds Cutlass Supreme	19,746
7—Standard Chevrolet	17,745
8—Standard Oldsmobile	16,554
9—Oldsmobile Cutlass	15,738
10—Buick Regal	13,71
11—Ford Pinto	13,41
12—Buick Skylark	13,36
13—Standard Ford	13,0
14—Chevrolet Monza	11,7
15—Chevrolet Monte Carlo	11,6
16—Standard Buick	10,4
17—Buick Century	9,8
18—Pontiac Sunbird	9,7
19—Cadillac	9,1
20—Ford Thunderbird	8,4

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

JUNE, '80 VS. JUNE, '79

	1980 JUNE	1980 YEAR	1979 JUNE	1979 YEAR
AMX Spirit/AMX	3,973	28,163	4,788	23,729
Concord	4,162	27,259	6,414	34,445
Concord Station Wagon	1,240	7,815	1,372	8,123
Eagle 4 WD	634	6,018		
Eagle Station Wagon	980	8,834		
Pacer	36	503	250	1,681
Pacer Station Wagon	106	1,146	543	3,322
Matador			26	298
Matador Station Wagon			5	125
Total American Motors Corp.	11,131	79,738	13,398	71,723
Chrysler LeBaron	3,273	27,844	7,177	41,651
LeBaron Station Wagon	524	4,241	1,012	7,146
Cordoba	2,868	22,276	3,103	25,325
Newport	888	6,480	4,464	26,326
New Yorker	1,120	9,646	1,818	14,833
Total	8,673	70,487	17,574	115,281
Plymouth Horizon	7,870	63,749	12,337	86,158
Voyager			736	4,838
Volare	5,223	35,182	11,443	64,219
Volare Station Wagon	1,251	7,920	3,473	20,290
Fury			212	2,705
Fury Station Wagon			10	122
Gran Fury	1,408	6,524		
Total	15,752	113,375	28,211	278,332
Dodge Omni	6,624	52,614	10,649	72,136
Aspen	4,023	25,795	8,057	42,923
Aspen Station Wagon	852	5,761	2,636	15,475
Sportsman			2,599	15,930
Monaco			196	2,587
Monaco Station Wagon			5	94
Diplomat	1,721	13,227	3,388	19,838
Diplomat Station Wagon	303	2,329	557	3,416
Magnum XE/Mirada	1,816	13,568	1,386	11,313
St. Regis	1,532	8,254	2,575	12,622
Total	16,871	121,548	32,048	196,334
Total Chrysler Corp.	41,296	305,410	77,833	489,947
Ford Pinto	13,413	62,422	11,418	73,460
Pinto Station Wagon	2,766	17,146	4,767	29,759
Fairmont	17,882	119,225	20,683	123,475
Fairmont Station Wagon	6,600	40,853	7,285	43,616
Granada	6,302	38,130	12,150	77,468
Club Wagon			3,228	21,989
LTD II	295	2,543	1,728	20,197
LTD	8,218	50,727	16,500	111,707
LTD Crown Victoria	2,443	12,448		
Ford Station Wagon	2,346	14,510	3,844	27,117
Mustang	20,159	125,215	26,513	154,285
Thunderbird	8,423	78,342	12,826	97,076
Total	88,847	561,561	120,942	780,149
Lincoln Continental	2,323	16,148	3,948	35,636
Continental Mark	2,515	19,798	2,982	26,824
Versailles	479	3,123	878	7,100
Total	5,317	39,069	7,808	69,560
Mercury Bobcat	1,812	13,114	3,050	18,865
Bobcat Station Wagon	420	2,862	743	5,003
Zephyr	4,357	35,420	6,754	40,935
Zephyr Station Wagon	1,684	9,882	1,616	9,967
Monarch	2,198	14,426	4,911	30,607
Marquis	1,209	7,176	1,857	13,504
Marquis Brougham	918	6,354	1,414	11,760
Grand Marquis	1,392	10,136	1,708	14,822
Marquis Station Wagon	505	4,147	928	7,104
Cougar/XR7	3,546	33,628	8,855	63,478
Capri	5,398	34,320	8,093	47,508
Total	23,439	171,465	39,929	263,553
Lincoln-Mercury Division	28,756	210,534	47,737	333,113

	1980 JUNE	1980 YEAR	1979 JUNE	1979 YEAR
Total Ford Motor Co.	117,603	772,095	168,679	1,113,262
Buick Skyhawk	491	4,509	1,720	9,200
Skylark	13,360	82,875	9,775	37,170
Century	9,843	58,603	1,770	12,086
Regal	13,711	88,734	21,620	126,225
Century Station Wagon	1,446	8,534	2,360	13,753
LeSabre	2,343	13,671	2,168	14,647
LeSabre Limited	3,449	25,969	5,884	43,810
Electra 225	3,955	28,394	5,245	42,539
Buick Station Wagon	674	5,337	1,236	8,687
Riviera	2,885	19,565	4,433	27,824
Total	52,157	336,191	56,211	335,941
Cadillac deVille	7,053	50,447	10,806	83,909
Fleetwood & Chassis	2,076	14,725	2,276	18,426
Eldorado	3,606	24,150	4,792	32,686
Seville	2,252	19,036	2,524	22,117
Total	14,987	108,358	20,398	157,138
Chevrolet Chevette	26,094	194,464	36,554	185,088
Camaro	9,876	62,675	18,188	115,659
Monza	11,774	70,266	10,286	67,035
Monza Station Wagon	11	332	1,247	10,130
Citation	29,549	191,315	29,952	110,239
Sportvan			2,895	16,461
Malibu	15,405	97,710	20,444	124,625
Malibu Station Wagon	5,205	31,968	8,067	49,004
Monte Carlo	11,669	79,749	20,284	129,903
Impala	6,498	47,304	12,591	82,249
Caprice	7,269	65,651	12,755	94,879
Chevrolet Station Wagon	3,978	32,708	6,806	47,551
Corvette	2,980	18,117	3,114	19,827
Total	130,308	892,259	183,183	1,052,650
Oldsmobile Starfire	360	4,657	1,642	9,994
Omega	6,770	40,806	4,756	17,569
Cutlass Salon	13,125	83,825	4,050	24,025
Cutlass Supreme/Calais	19,746	123,775	36,037	201,835
Cutlass Station Wagon	2,613	15,958	4,342	23,195
Delta 88	1,697	10,187	2,933	17,774
Delta 88 Royale	9,041	55,425	13,770	85,863
98	4,747	32,288	6,281	46,319
Oldsmobile Station Wagon	1,069	9,664	2,722	15,683
Toronado	2,643	17,941	4,029	25,846
Total	61,811	394,526	80,562	468,103
Pontiac Sunbird	9,710	60,281	7,477	44,707
Sunbird Station Wagon	1	50	293	1,975
Phoenix	8,063	47,307	7,716	29,860
LeMans	3,661	27,265	6,698	41,980
LeMans Station Wagon	2,016	12,947	3,516	18,924
Catalina	966	7,076	1,729	12,923
Bonneville	3,652	23,770	6,075	40,483
Bonneville Brougham	2,393	17,773	2,601	18,680
Pontiac Station Wagon	904	6,742	1,715	12,117
Grand Prix	7717	54,497	13,919	88,039
Firebird	7,659	47,395	13,564	85,801
Total	46,742	305,103	65,303	395,489
Total General Motors	306,005	2,036,437	405,657	2,409,621
(Checker)	493	1,675	426	2,161
Miscellaneous Domestic Total	516	1,847	457	2,341
Domestic Station Wagon Total	37,494	251,686	70,558	440,916
Domestic Grand Total	476,551	3,195,527	666,024	4,086,594
Import Total	199,413	1,255,611	212,026	1,163,081
Grand Total All Registrations	675,964	4,451,138	878,050	5,249,675

Registrations not available for Oklahoma.

310,163 total trails '79 by 31 pct.

August car output lowest since 1970

The U. S. auto makers continued their downhill slide in August as the monthly production total hit the lowest point for any month since August, 1970.

Last month, the industry built 310,163 cars, a drop of 31.03 percent from the 449,703 assembled in August, 1979. In August, 1970, the makers completed 287,758 autos.

Of the five major auto makers, only Volkswagen of America showed an increase for the month, building 17,009 cars, up 52.57 percent from the 11,148 assembled last year.

General Motors built 176,435, down 19.43 percent from 218,997; Ford Motor Co., 68,008, a drop of 53.73 percent from 146,969; Chrysler Corp., 31,430, off 36.98 percent from 49.874; American Motors, 16,936, down 23.95 percent from 22,270, and Checker Motor Co., 345, down 22.47 percent from 445.

Last week's output was 95,288, down 0.25 percent from the 95,529 completed the previous week and down 25.18 percent from the 127,361 built in the year-ago week.

AMC will resume normal operations at its Kenosha plant this week. One line at the facility was closed last week, temporarily idling 2,350 hourly workers.

GM will close its Lordstown (Monza, Sunbird) plant this week because of a materials shortage, idling 1,300 hourly workers.

VWoA's Westmoreland plant closed last week for model changeover. It will reopen Sept. 22.

So far this year, the auto makers have assembled 4,269,433 cars, down 29.48 percent from the 6,054,280 completed in the comparable year-ago period.

August truck output is lowest in 14 years

U. S. truck production in August was the lowest for that month in 14 years as the makers continue to lose ground in the marketplace.

They built 83,076 units in August, down 38.72 percent from the 135,569 assembled in August, 1979. In August, 1966, 65,781 trucks were produced.

Two companies showed increased output in August. Ford Motor Co. assembled 41,844 units, up 25.25 percent from 33,409 built last year while Chrysler Corp. completed 3,674, up 26.52 percent from 2,904.

General Motors built 14,535 trucks, off 77.78 percent from 65,421; International Harvester, 8,746, off 27.53 percent from 12,069; American Motors Jeep, 6,636, off 49.72 percent from 13,199; miscellaneous trucks, 2,514, off 21.93 percent from 3,220; Mack, 1,184, down 61.67 percent from 3,089, and AM General, 1,444, down 36.05 percent from 2,258. Volkswagen of America assembled 2,499 but was not building trucks in 1979.

Output last week was 18,369, up 35.51 percent from the previous week's 11,847 but off 43.37 percent from the 32,435 completed in the year-ago week.

GM continues downtime for model changeover at its truck and coach plant in Pontiac.

Ford closed its Norfolk, Kansas City, Twin Cities, Kentucky Truck and Michigan Truck plants and the van line at Lorain last week.

Year-to-date truck production through Sept. 6 was 1,025,889, a drop of 56.31 percent from the 2,348,372 assembled in the equivalent 1979 period.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 6, 1980	Same Week 1979	Week Ended Aug. 30, 1980	August Total	Jan. 1, to Sept. 8, 1979	Jan. 1, to Sept. 6, 1980
CHEVROLET	1,230	11,976	362	9,143	744,941	296,899
DODGE/PLYMOUTH	1,500	384	2,000	3,674	258,785	90,075
FORD	9,029	11,171	3,526	41,344	819,252	364,037
GMC	1,832	3,568	1,052	5,392	251,543	107,033
INTERNATIONAL	1,692	1,405	1,250	8,746	94,210	41,971
MACK	315	606	381	1,184	25,740	16,416
JEEP	1,905*	2,275*	1,905*	6,636	107,450	55,295*
AM CORP.	238*	450*	238*	1,444	17,351	6,527*
VOLKSWAGEN	.....	.....	533	2,499	.....	20,183
MISCELLANEOUS	628*	600	600	2,514	29,100	27,453
Total Trucks, U. S.	18,369	32,435	11,847	83,076	2,348,372	1,025,889

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 6, 1980	Same Week 1979	Week Ended Aug. 30, 1980	August Total	Jan. 1, to Sept. 8, 1979	Jan. 1, to Sept. 6, 1980
CHRYSLER CORP.	1,280	.....	1,824	7,184	40,108	30,885
FORD MOTOR	3,312	3,301	829	6,910	167,842	120,416
GENERAL MOTORS	4,392	4,682	1,940	10,230	200,919	163,327
AMERICAN MOTORS	.....	847	.....	.....	39,649	11,644
INTERNATIONAL	380	380	473	1,888	14,461	11,590
MACK	40	84	40	94	2,543	1,551
Total Trucks, Canada	9,404	9,294	5,106	26,306	465,522	339,413
N. American Trucks	27,773	41,729	16,953	109,382	2,813,894	1,365,302

†—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Car production in Canada drops 2 pct. for August

Canadian auto makers assembled 36,131 units in August, a drop of 2.11 percent from the 36,910 built in the month last year.

Chrysler Corp. and Ford Motor Co. had production increases this August over last while General Motors' and Volvo's output declined.

Chrysler produced 6,044 autos in August, a jump of 73.98 percent from the 3,474 it built in August, 1979. Ford's 22,022 units was a 6.45 percent rise over the 20,688 of the month last year.

GM assembled 7,795 cars, a decline of 37.08 percent from the 12,388 of August, 1979. Volvo produced 270, a 25.00 percent drop from the 360 it assembled last August.

Last week's production of 13,928 increased 21.68 percent over the previous week's 11,446, but slid 14.49 percent from the 16,288 of the comparable 1979 week.

Year-to-date auto output of 558,188 is an 18.64 percent drop from the 686,107 built by this date in 1979.

Truck makers in Canada assembled 26,306 units in August, a decline of 17.88 percent from the 32,032 of August, 1979.

Chrysler, which did not assemble trucks in August of 1979, produced 7,184 units in the month this year. Production in August for the other truck makers was lower this year than last.

Ford built 6,910, a drop of 24.41 percent from August, 1979. GM's 10,230 trucks was a 35.20 percent slide from the 15,787 of last August.

American Motors Brampton plant built 4,803 units last August. Brampton is currently under conversion for production of cars.

International produced 1,888 trucks in August, a 9.06 percent decline from the 2,076 of the month last year. The 94 Mack trucks built was a drop of 58.22 percent from the 225 of August, 1979.

Last week's truck output of 9,404 increased 84.18 percent over the 5,106 of the previous week, and rose 1.18 percent from the 9,294 of the comparable 1979 week.

The year's cumulative output of 339,413 is a 27.09 percent decline from the 465,522 produced by this time in 1979.

U. S. CAR PRODUCTION

	Week Ended Sept. 6, 1980	Same Week 1979	Week Ended Aug. 30, 1980	August Total	Jan. 1, to Sept. 8, 1979	Jan. 1, to Sept. 6, 1980
AMERICAN MOTORS	3,571*	4,750*	3,571*	16,936	112,845*	117,592*
Eagle	.....	.....	.....	3,612	.....	.....
Concord	.....	.....	.....	8,035	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	5,289	.....	.....
CHRYSLER CORP.	10,535	15,453	9,700	31,430	642,702	399,257
Plymouth Total	4,485	6,140	4,300	14,050	258,214	181,435
Horizon	3,375	2,738	3,350	12,230	117,487	109,224
Volare	.....	2,756	.....	.....	133,340	51,740
'80 Gran Fury	150	386	.....	.....	1,364	13,461
Caravelle	100	260	100	368	6,023	4,521
Reliant	860	.....	850	1,452	.....	2,489
Chrysler Total	1,650	3,400	1,200	4,166	135,757	53,593
Chrysler	400	1,568	.....	.....	65,049	11,916
LeBaron	1,250	1,832	1,200	4,166	70,708	41,677
Dodge Total	4,400	5,913	4,200	13,214	248,730	164,229
Omni	2,700	2,126	2,750	9,885	103,674	93,689
St. Regis	250	605	.....	.....	21,581	10,974
Diplomat	700	1,059	700	2,195	33,116	20,424
Aspen	.....	2,123	.....	.....	90,359	36,899
Aries	750	.....	750	1,134	.....	2,243
FORD MOTOR	21,425	35,255	20,910	68,008	1,530,884	825,666
Ford Division	14,036	25,030	13,974	43,080	1,017,896	599,297
Pinto	.....	3,865	.....	.....	133,059	68,179
Mustang II/Mustang	4,134	6,544	5,240	17,166	269,839	166,602
Fairmont	2,206	4,709	2,719	8,921	147,665	159,481
Granada	1,736	3,491	2,220	5,053	114,814	56,201
LTD II	.....	.....	.....	.....	22,746	.....
Thunderbird	1,846	3,493	.....	2,249	198,613	81,478
Ford	1,346	2,928	1,684	6,138	131,160	61,035
Escort	2,768	.....	2,111	3,553	.....	6,321
L-M Division	7,389	10,225	6,936	24,928	512,988	226,369
Mercury Total	6,075	8,056	5,297	19,036	404,587	199,141
Bobcat	.....	887	.....	.....	35,309	12,445
Capri	1,421	1,790	1,820	6,223	78,841	49,535
Zephyr	766	833	860	3,171	46,312	51,755
Monarch	.....	1,210	.....	.....	50,226	16,409
Cougar/XR7	1,902	1,397	1,982	3,484	110,880	32,443
Mercury	1,028	1,939	.....	5,088	83,019	34,526
Lynx	958	.....	635	1,070	.....	2,028
Lincoln Total	1,314	2,169	1,639	5,892	108,401	27,228
Lincoln	593	941	745	2,680	53,806	11,144
Versailles	.....	282	.....	.....	9,852	1,861
Mark VI	721	945	894	3,212	44,743	14,223
GENERAL MOTORS	59,670	68,196	57,937	176,435	3,641,836	2,782,747
Buick Division	9,674	9,929	10,736	28,007	531,827	533,811
Skyhawk	.....	.....	.....	.....	16,408	.....
Skylark/'79-'80	2,992	2,256	3,437	11,792	68,447	153,396
Century	1,812	1,341	2,232	5,059	36,547	114,435
Regal	2,106	3,027	2,264	5,574	187,321	137,328
Buick	2,084	2,715	2,321	4,972	184,546	99,598
Riviera	680	590	482	611	38,558	29,054
Cadillac Division	3,120	3,022	2,701	3,942	245,875	131,817
Seville	710	293	521	638	31,000	22,613
Cadillac	1,446	2,019	1,498	2,405	165,656	74,117
Eldorado	964	710	682	899	49,219	35,087
Chevrolet Division	30,138	32,444	28,624	94,756	1,609,946	1,200,987
Chevette	8,500	8,236	8,000	38,862	288,809	324,217
Monza	3,100	2,747	2,990	12,779	109,016	118,346
Camaro	1,873	3,406	1,869	2,922	194,729	84,371
Nova/Citation	8,200	6,993	8,205	21,822	194,502	322,116
Malibu	2,465	4,049	1,911	3,550	279,356	173,062
Monte Carlo	2,770	2,257	2,469	3,392	166,536	66,690
Chevrolet	2,430	3,951	2,400	8,095	342,655	81,621
Corvette	800	805	780	3,334	34,343	30,564
Oldsmobile Division	8,947	14,379	10,891	17,578	729,593	524,336
Starfire	.....	500	.....	.....	14,727	.....
Omega/'79-'80	1,638	1,105	1,868	3,315	32,122	81,104
Cutlass	3,215	8,970	4,085	6,656	372,395	264,626
Oldsmobile	3,728	3,256	4,609	7,278	273,353	152,795
Toronado	366	548	329	329	36,996	25,811
Pontiac Division	7,791	8,422	4,985	32,152	524,595	391,796
Acadian†	120	280	120	558	12,502	14,929
Sunbird	.....	1,781	.....	14,229	71,216	100,412
Phoenix/'79-'80	2,049	1,785	1,017	6,840	54,500	98,968
Firebird	1,107	2,768	1,253	2,014	146,103	54,627
LeMans	1,313	1,007	651	3,017	64,042	38,935
Grand Prix	2,466	394	685	4,871	64,580	42,766
Pontiac	736	407	1,259	623	111,652	41,159
VOLKSWAGEN	.....	3,642	3,326	17,009	122,665	142,169
CHECKER	87*	65	85	345	3,349	2,002
Total Cars, N. S.	95,288	127,361	95,529	310,163	6,054,280	4,269,433

CANADIAN CAR PRODUCTION

	Week Ended Sept. 6, 1980	Same Week 1979	Week Ended Aug. 30, 1980	August Total	Jan. 1, to Sept. 8, 1979	Jan. 1, to Sept. 6, 1980
CHRYSLER CORP.	1,920	1,971	1,777	6,044	79,567	46,542
FORD MOTOR	4,928	5,554	6,060	22,022	215,321	177,096
GENERAL MOTORS	6,900	8,619	3,384	7,795	385,463	327,767
VOLVO	180	144	225	270	5,756	6,783
Total Cars, Canada	13,928	16,288	11,446	36,131	686,107	558,188
N. American Cars	109,216	143,649	106,975	346,294	6,740,387	4,827,621
N. American Trucks	27,773	41,729	16,953	109,382	2,813,894	1,365,302
North American Cars and Trucks	136,989	185,378	123,928	455,676	9,554,281	6,192,923

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

9-16-80 C2700-1

Automotive News

Detroit, September 15, 1980

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Makers take steps toward one discount on all sizes

By Robert W. Irvin
Editor-at-Large

The American auto makers, taking a cue from the imports, seem to be moving in the direction of common dealer discounts—the same discount on all sizes of cars.

It's another part of downsizing—big discounts are going the way of big cars.

The headline-grabbing stories of the past few weeks were the announcements from General Motors of a $176 or 1.9 percent average increase on 1981 models and from Ford of a $186 or 2.1 percent hike.

The firms stand to realize more than that from the increases, however. For example, Ford said the cost of meeting regulatory standards added another $100 or 1.1 percent to its increase.

And some previously optional equipment was made standard, adding hundreds of dollars to the base prices of some models.

But of even perhaps more long-term significance for customers as well as dealers were the changes the firms made in the dealer discounts.

They cut the margins on luxury and standard size cars. They narrowed the gap between the large and small cars to only a few percentage points.

It is likely that by the mid-1980s there may even be a common discount, just as by the middle of the decade most of the American passenger cars will be of about the same small dimensions.

And this would be more in keeping with what is done by the imports which often have sought a smaller but common discount.

"We didn't get to a common discount but we got close enough this time," said GM President E. M. Estes.

He and other industry executives have said dealers have

Continued on Page 50, Col. 1

Rabbit Diesel tops list at 42 MPG

WASHINGTON. — Volkswagen walked off with top honors again in the government's annual fuel economy derby, but Japanese and American makers are making it a close race.

As it did last year, VW's Rabbit Diesel topped the list with a 42 MPG city driving average (the only one the EPA reports) but instead of the five-speed model it was the four-speed version. Apparently, new emission

Continued on Page 55, Col. 3

New leaders named months before Murphy, Estes retire

It's Smith, McDonald, Kehrl at GM

By Richard A. Wright
Assistant Managing Editor

DETROIT. — Alfred Sloan would have loved it.

At a hastily called press conference at the General Motors Technical Center in suburban Warren, one of the most successful GM administrations ever announced another orderly succession.

There were no surprises in the names, only in the number of names. As expected, Chairman Thomas A. Murphy will be succeeded by Roger B. Smith, 55, currently executive vice president with responsibility for operating staffs and financial operations.

And F. James McDonald, 58, executive vice president, North American car and truck, worldwide components and power products operations, will succeed Elliott M. Estes as president.

However, filling some of Estes' big shoes will be Howard H. Kehrl, 57, who was elected vice chairman. Kehrl is currently an executive vice president. The sixth member of the Executive Committee is Executive Vice President Reuben Jensen. Replacements for McDonald and Kehrl have not been named.

Smith will assume office Jan. 1, the day after Murphy's retirement. McDonald and Kehrl will move into their newly ordained positions Feb. 1, the day after Estes retires.

Many in the press wondered why the announcement was made so far in advance at an unexpected press conference on the eve of GM's new-model press previews. Murphy explained that it was to provide for as smooth a transition as possible and also noted that it would stem a lot of press speculation.

Chairman-elect Smith made the not-unsurprising observation that Murphy had indeed been a great chairman, having led the corporation through two recessions while generally achieving record earnings and compiling a reputation as a "business statesman" in the process.

Earlier, in a burst of GM-like team feeling, Murphy said "there never has been a greater president than Estes."

While such statements are not unusual at such events, in this case a strong argument can be made for their truth. Murphy and Estes will be a tough act to follow.

While the headlines have been filled with doom and gloom for the U. S. auto industry over the past few years, GM has steadily improved its position in the market.

When the Murphy-Estes team took over in 1974, GM took 41.89 percent of total U. S. sales. Last year, it took 46.48 percent. Its improvement in the domestic industry alone has been even more spectacular, climbing from

Continued on Page 54, Col. 3

breaking news

Ford shuffles design, engineering

DEARBORN. — Stuart M. Frey has been elected a vice president of Ford Motor Co. and placed in charge of car engineering for North American Automotive Operations. He succeeds Thomas J. Feaheny, who will be on special assignment. A new North American design activity is being established and will be headed by John J. Telnack. The Design Center directed by Eugene Bordinat Jr. is being redesignated Design Staff. The Product Design Staff that has reported to Vice Chairman William C. Ford is being discontinued. Ford will continue to participate in directon of product development and design matters.

Chevrolet J-car to be called Cavalier

DETROIT. — When the General Motors J-car bows next spring, the Chevrolet version will be called Cavalier. GM's new front-wheel-drive A-cars will bow in the fall of 1981. It is believed that the Malibu name will be succeeded by Commodore. GM now uses the Cavalier name on a Vauxhall model and the Commodore name on Opel and Holden models.

See BREAKING NEWS, Page 55, Col. 1

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Four for '81

Ford Escort: Car for the world

Ford Motor's first "world car"—the 1981 Ford Escort front-drive subcompact—goes on sale across the U. S. on Oct. 3. The car is available in three-door hatchback and four-door liftgate models with a 1.6-liter four-cylinder engine. A 1.3-liter is due later. Story is on Page 38.

Lynx—Mercury's newest

The 1981 front-drive Mercury Lynx will be available in this four-door liftgate model, as well as a three-door hatchback. Standard equipment includes a 1.6-liter inline four-cylinder engine (a 1.3-liter is not yet available), fully independent suspension and rack-and-pinion steering. Story is on Page 38.

Monte Carlo redesigned

All new inside and out, Chevrolet's 1981 Monte Carlo features a subtle wedge-shaped profile said to reduce wind drag by 10 percent, plus expanded use of computer-controlled converter clutches in automatic transmissions and high-pressure radial tires. Story, other pictures are on Page 10.

Grand Prix takes new shape

The new wedge-shape of the 1981 Pontiac Grand Prix combines a low front and raised rear deck which help reduce its drag coefficient some 20 percent over the 1980 Grand Prix. A 5.7-liter V-8 diesel engine is available for the first time this year. GM's new Computer Command Control system is standard. Story on Page 18.

Many years of service

C. V. Nalley Jr., left, Nalley Chevrolet, Inc., Atlanta, and M. O. Burks Jr., right, Martin Burks Chevrolet, Inc., Forest Park, Ga., recently received their 25-year dealer award plaques marking a quarter-century each with Chevrolet. Making the presentation is H. C. Marshall, Atlanta zone manager for Chevrolet.

Auto aftermarket is born in Kuwait

Grubby auto row grows in desert

Crain News Service

KUWAIT. — In one of those countless shopping strips made of concrete and peeling plaster, which stand naked against the crystal white sands in the Western sector of Kuwait City, are some 30 dingy store-front operations, many of them marked by neon signs flashing logos of General Motors, Ford and Chevrolet among a bevy of auto tags.

These are the parallel importers who have turned this small strip into a congested parking lot, glutted with shining models from Detroit, parked in the shifting sands—a dramatic contrast to the brilliantly lit, glassed-in and carpeted showroom of Yusuf A. Alghanim & Son, not far away.

Alghanim, the huge Arab trading company with sales approaching $1 billion annually, is the largest non-U. S. General Motors dealer, but it can't compete with the prices of the local profiteers in the grubby auto *souk* along the desert road.

But what Alghanim can do is offer better service—or for that matter service *period*—complete with warranty program, insurance, financing and, more recently cheaper spare parts, an ambitious program which amounts to bringing the National Automotive Parts Assn. (NAPA) concept to the Gulf.

• This latter service is an attempt to establish a beachhead in the aftermarket auto parts business by grouping under the single logo "999" 12 product categories — batteries, exhaust systems, automatic transmission kits, air filters, oil filters, shock absorbers, hoses, belts, spark plugs, suspension parts, engine parts and brake pads. If Alghanim loses car sales to the some 73 illegal GM dealers alone in Kuwait, it has full intentions of insuring all cars are kept going by "999" spare parts.

But 999 is more than just a way to counter Kuwait's parallel importers—those who import "illegally" (as far as the manufacturer is concerned) and can charge cheaper prices because they don't have to include service, warehouse and showroom upkeep, salaries, etc. in the cost of a car. It carries with it a plan of attack for the entire Gulf region.

This broader coverage will come with time, notes American Ralph Weiger, executive vice president at Alghanim, who conceived of the 999 idea.

"It will come when we can hire and train the proper people —a critical problem in the Middle East where skilled labor is thin," he said.

First of all, Alghanim has to introduce its products in the local market. It is doing just that at the rate of one product per month, beginning with the May 27 launch of the first 999 auto part — auto batteries. Mufflers came in mid-June. Exhaust systems in July.

Sales of between $2,000,000 and $3,000,000 are projected by the end of the year, $100,000,000 by five years as 999 franchises begin to enter other Arab markets and $500,000,000 in 10 years as the 999 franchise networks locks up the Middle East.

Whether or not such a grand scheme can come to fruition is a matter of conjecture, but one thing for sure is the man behind the concept knows his business, and if sheer force of personality has any say, Alghanim will have another winner on its hands.

Weiger is one of many expatriates called on to introduce Western business techniques at Alghanim. Such modernization has converted the patriarchal structure of this typical Arab trading company into a management structure with diffused accountability and responsibility.

This has meant a streamlining of the number of companies represented from some 200 to less than 60 in about 10 years. It has translated into profits well above what sales were a decade ago when Kutayba Alghanim, 35, took over the business from his father, Yusuf.

Weiger has initiated an ad co-op program, increasing the total ad budget from $60,000 two years ago to some $600,000 today.

He has created a central plan to identify Alghanim GM in advertising and has helped set up a strong servicing business including quick service shops for mufflers, engines, transmissions and lubrication. It now takes 90 minutes to change a muffler (30 minutes in the States) compared with two days prior to the service shops.

factories list auction dates

American Motors

Sept. 16—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

Sept. 17—Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

Sept. 18—Todd Auto Auction, Rte. 309, Telford, Pa.

Sept. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Sept. 24—Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Sept. 25—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Sept. 26—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Sept. 30—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

AMC sales are open to all dealers.

Chrysler Corp.

Sept. 16—Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Sept. 24—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Sept. 16—Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.

Sept. 17—Concord Auto Auction, Hosmer St., Acton, Mass.; Clanton's Auto Auction Sales, Hwy. 34 W., Darlington, S. C.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Sept. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Sept. 24—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Metro Auto Auction of Kansas City, Lee's Summit Mo.

Sept. 30—South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Model breakdown
Auction averages

	SEPTEMBER TO DATE	AUGUST	JULY
1980	$6,530	$6,516	$5,662
1979	4,099	5,022	4,900
1978	3,758	3,806	3,631
1977	3,209	3,258	3,046
1976	2,344	2,445	2,214
1975	1,691	1,808	1,711
1974	1,399	1,310	1,240
1973	1,058	963	968
Overall Average	$3,366	$3,649	$3,289

Used car sales
Auction averages

September to date	$3,366
Month ago	$3,691
Year ago	$2,931

used-car auction directory

Display Rates: $48.00 per column inch (minimum space, 1 inch on 1 column.) Listing Rates: (maximum: Four lines of type - 1 time, $12; 13-times, $10.50; 26-times, $9.00; 52-times, $8.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

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Import share nears 29 pct.

New-car sales drop to 19-year low

By Jenny L. King
Staff Writer

August domestic new-car sales dropped to a 19-year low, and imports were clinging tenaciously to their 28.98-percent hold of the U. S. market for the month as the U. S. auto makers limped toward the finish line of the 1980 model year.

Total new-car sales for the month were 684,928, down 25.16 percent from 915,136 a year ago. Domestic sales totaled 486,420, down 31.01 percent from 705,051 and their lowest since 1961 when 409,563 units were sold in August.

Year-to-date sales were 18.36 percent away from the year-ago level, at 6,112,136 compared with 7,486,964. Buried in the grand total was the slight increase reported by the imports for the first eight months of 1980. Their sales were up 2.23 percent, to 1,684,142 from 1,647,339; their share of the market increased to 27.55 percent from 22.02 percent.

Domestic year-to-date sales were down 24.17 percent, to 4,427,994 from 5,839,625.

Of the 27 imports included in the AUTOMOTIVE NEWS import sales tabulation, seven reported increases in August over last year. They were Honda, Arrow, Mazda, Renault, Saab, Subaru and Triumph. Sales leader Toyota was down 6.14 percent, second-place Datsun slipped 10.93 percent. The Japanese share of the import segment was 77.45 percent.

• With 26 selling days in August this year, the domestic daily selling rate was 18,708 — the lowest for any month this year, and down 28.36 percent from 26,113 based on 27 selling days a year ago.

Volkswagen of America was the only U. S. auto maker to report a sales gain, and it was an impressive one, up 64.72 percent to 15,085 from 9,158. General Motors sales dropped 27.62 percent in August, to 316,142 from 436,794. Ford Motor Co. sales plunged 41.55 percent, to 93,544 from 160,044.

Chrysler Corp. reported sales of 50,344, down 41.98 percent from 86,764 in August of 1979. American Motors sales numbered 11,305 passenger cars, down 8.02 percent from 12,291.

GM increased its share of the domestic market to 65.00 percent from 61.95 percent. Ford dropped to 19.23 percent from 22.70 percent. Chrysler sales accounted for 10.35 percent, down from 12.31 percent. AMC earned 2.32 percent of the August market, up from 1.74 percent, and VWoA cornered 3.10 percent, up from 1.30 percent.

Volkswagen was the only U. S. make to notch an advance in August. The declines ranged from 8 to 66 percent. At Chrysler Corp., Plymouth was down 22.38 percent from last year, Dodge was down 37.21 percent and Chrysler was down 65.79 percent on a year-to-year basis. American Motors was off 8.02 percent.

Ford was off 35.96 percent, Mercury slipped 51.03 percent and Lincoln plunged 64.86 percent in August.

Buick was down 8.00 percent from 1979, Cadillac was down 38.59 percent, Chevrolet was down 28.91 percent, Oldsmobile was down 32.35 percent and Pontiac was down 31.81 percent.

• Subcompact sales accounted for 23.61 percent of the domestic market in August, compacts were 27.17 percent, intermediates 29.22 percent, standard-size 14.33 perecnt and luxury models 5.67 percent.

Of the total U. S. market, imports took the largest share, 28.98 percent. U. S. subcompacts represented 16.77 percent, compacts 19.30 percent, intermediates 20.75 percent, standards 10.17 percent and luxuries 4.03 percent.

Chevrolet Chevette was the best-selling domestic nameplate in August with sales of 29,110. It was followed by Chevrolet Citation at 28,872; Oldsmobile Cutlass Supreme at 21,154; Chevrolet Malibu 19,807, and standard Chevrolet at 17,723.

Third-period domestic new-car sales totaled 195,454, down 22.55 percent from 269,789 last year. The daily selling rate for the period this year, based on nine days, was 22,050, down 18.27 percent from 26,979 for 10 days in 1979.

U. S. CAR SALES BY MARKETING UNITS

	Aug., 1980	Aug., 1979	8 mos., 1980	8 mos., 1979
Chevrolet	135,235	190,224	1,205,114	1,522,706
Ford	76,516	109,888	730,190	1,060,254
Oldsmobile	59,508	87,968	550,732	671,256
Buick	57,620	62,630	468,558	485,515
Pontiac	48,725	71,455	415,613	556,666
Toyota	47,878	51,010	422,752	347,250
Datsun	40,452	45,418	376,993	320,099
Honda	31,378	30,212	251,518	250,344
VW of America	26,849	25,865	226,266	255,545
Plymouth	25,027	29,819	211,764	286,338
Dodge	24,948	37,781	223,009	327,933
Mercury	19,634	40,097	213,276	360,700
Cadillac	15,054	24,517	138,643	209,200
AMC-Renault	13,621	14,385	121,686	114,362
Mazda	12,928	11,753	101,984	100,454
Subaru	11,887	9,924	94,678	89,600
Volvo	5,456	5,613	38,552	40,935
Jaguar-Rover-Triumph	5,226	4,016	21,854	33,243
Mercedes-Benz	4,630	4,848	35,643	37,889
Lincoln	3,535	10,059	46,423	86,700
BMW	3,335	3,513	24,554	23,799
Fiat	3,318	6,433	29,663	47,309
Saab	1,239	1,203	9,312	10,331
Peugeot	1,049	1,091	8,794	8,199
Alfa Romeo	298	418	2,415	2,888
TOTAL	684,928	915,136	6,112,136	7,486,964

Ford sales include Fiesta; VWoA includes Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	Aug. 1980	Same Month, 1979	Jan. 1 to Aug. 31, 1980	Same Period, 1979
Alfa Romeo	298	418	2,415	2,888
Arrow	3,805	2,752	43,383	35,447
Audi	3,481	4,813	28,402	30,252
BMW	3,335	3,513	24,554	23,799
Challenger	1,134	1,168	9,661	10,895
Colt	3,312	3,963	39,501	47,027
Datsun	40,452	45,418	376,993	320,099
Fiat	3,182	6,281	28,124	46,158
Fiesta	6,141	6,724	48,066	58,242
Honda	31,378	30,212	251,518	250,344
Jaguar	241	264	1,888	2,663
Lancia	136	152	1,539	1,151
Mazda	12,928	11,753	101,984	100,454
Mercedes-Benz	4,630	4,848	35,643	37,889
MG	2,257	2,277	9,403	21,131
Opel	.....	259	.....	12,350
Peugeot	1,049	1,091	8,794	8,199
Porsche	878	1,393	7,566	10,041
Renault	2,316	2,094	21,144	15,813
Rover	32	.....	148	.....
Saab	1,239	1,203	9,312	10,331
Sapporo	962	966	7,713	9,683
Subaru	11,887	9,924	94,678	89,600
Toyota	47,878	51,010	422,752	347,250
Triumph	2,696	1,475	10,415	9,449
Volkswagen	7,405	10,501	59,994	105,249
Volvo	5,456	5,613	38,552	40,935
TOTAL	198,508	210,085	1,684,142	1,647,339

DOMESTIC CAR SALES

	Aug. 21 to Aug. 31 1980	Same Period, 1979	August, 1980	Same Month, 1979	Jan. 1 to Aug. 31 1980	Same Period, 1979
Spirit	.....	.....	4,285	4,668	36,450	34,679
Concord	.....	.....	4,567	6,904	43,270	57,993
Pacer	.....	.....	103	719	1,883	5,877
Eagle	.....	.....	2,350	.....	18,939	.....
AMERICAN MOTORS*	3,700	5,000†	11,305	12,291	100,542	98,549
Horizon	5,246	2,807	12,737	7,687	91,356	110,772
Volare	2,703	10,609	6,296	17,395	57,076	120,745
Voyager	.....	509	.....	916	.....	7,097
Fury	.....	43	.....	103	.....	2,594
Plymouth	287	.....	1,227	.....	12,236	.....
Total Plymouth	8,236	13,968	20,260	26,101	160,668	241,208
LeBaron	1,999	7,186	4,577	11,188	41,992	67,638
Cordoba	1,282	4,480	3,155	7,002	30,718	35,072
Chrysler	745	5,743	1,850	9,823	21,374	64 147
Total Chrysler	4,026	17,409	9,582	28,013	94,084	166,857
Omni	4,233	2,589	10,321	6,919	75,450	94,558
Aspen	1,932	7,899	4,616	13,000	43,289	82,761
Sportsman	.....	1,140	.....	2,339	.....	22,512
Diplomat	914	2,848	2,151	4,647	21,716	31,045
Monaco	.....	58	.....	114	.....	2,470
Mirada/Magnum	820	1,528	1,944	2,507	19,162	15,370
Dodge	512	1,676	1,470	3,124	14,230	21,295
Total Dodge	8,411	17,738	20,502	32,650	173,847	270,011
CHRYSLER CORP.	20,673	49,115	50,344	86,764	428,599	678,076
Pinto	5,928	4,400	13,460	12,712	108,420	139,968
Mustang	6,330	7,786	16,103	22,528	164,105	216,721
Fairmont	5,578	7,728	15,377	24,245	199,663	235,381
Club Wagon	.....	559	.....	2,208	.....	28,355
Granada	2,723	3,762	6,520	9,976	54,674	100,653
LTD II	66	453	302	1,157	3,012	22,954
Thunderbird	3,264	5,454	8,763	18,940	95,574	136,082
Ford	3,109	4,660	9,850	18,122	104,742	180,140
Ford Division	26,998	34,802	70,375	109,888	730,190	1,060,254
Bobcat	1,137	1,330	2,434	3,368	20,511	33,585
Zephyr	1,810	2,614	4,535	6,723	55,726	68,544
Monarch	674	1,501	1,651	3,687	18,911	39,515
Cougar	.....	358	.....	747	.....	3,955
XR-7	1,315	3,442	3,502	10,359	38,348	82,049
Capri	1,662	2,471	3,982	6,657	44,132	66,693
Mercury	1,403	2,703	3,530	8,556	35,648	66,559
Total Mercury	8,001	14,419	19,634	40,097	213,276	360,700
Versailles	85	527	243	1,583	3,694	9,784
Lincoln	567	1,409	1,578	4,305	19,788	43,336
Mark VI	605	1,452	1,714	4,171	22,941	33,580
Total Lincoln	1,257	3,388	3,535	10,059	46,423	86,700
L-M Division	9,258	17,807	23,169	50,156	259,699	447,400
FORD MOTOR	36,256	52,609	93,544	160,044	989,889	1,507,654
Skyhawk	68	600	242	1,668	4,923	13,827
Skylark	6,350	4,292	14,168	11,800	115,285	69,964
Century	4,496	1,047	10,537	3,117	95,520	33,381
Regal	7,417	6,109	17,094	21,897	125,839	180,617
LeSabre	3,098	3,700	7,373	13,295	61,406	93,685
Electra	1,936	2,280	4,824	8,715	38,521	57,382
Riviera	1,385	593	3,382	2,138	27,064	56,659
Buick Division	24,750	18,621	57,620	62,630	468,558	485,515
Seville	783	1,206	1,966	3,142	22,221	27,832
Cadillac	3,356	6,643	9,196	17,715	83,997	136,882
Eldorado	1,504	1,406	3,892	3,660	32,425	44,486
Cadillac Division	5,643	9,255	15,054	24,517	138,643	209,200
Chevette	13,181	9,552	29,110	29,358	259,224	271,213
Monza	6,164	4,839	14,105	10,653	102,586	105,871
Citation/Nova	11,211	13,690	28,872	30,673	263,770	191,156
Sportvan	.....	985	.....	2,563	.....	22,756
Camaro	4,170	5,651	10,074	14,244	84,423	155,797
Malibu	7,829	10,426	19,807	26,288	178,591	244,551
Monte Carlo	5,154	11,380	12,677	30,603	106,252	190,063
Chevrolet	7,223	15,289	17,723	42,700	185,746	315,829
Corvette	1,210	1,352	2,867	3,142	24,522	25,470
Chevrolet Division	56,142	73,164	135,235	190,224	1,205,114	1,522,706
Starfire	67	689	180	1,458	5,005	14,150
Omega	2,494	1,960	6,644	5,303	59,125	31,138
Cutlass	5,822	2,384	14,492	6,383	139,064	65,189
Supreme	8,331	15,091	21,154	43,583	175,180	297,787
Olds 88	3,752	7,197	10,342	21,096	102,393	166,741
Olds 98	1,449	2,871	3,939	7,983	45,055	62,222
Toronado	1,083	799	2,757	2,162	24,910	34,029
Oldsmobile Division	22,998	30,991	59,508	87,968	550,732	671,256
Sunbird	5,299	2,887	12,870	6,932	89,772	65,901
Phoenix	2,994	3,127	8,162	7,496	66,427	51,731
Firebird	2,392	3,861	6,321	9,506	61,127	112,952
LeMans	1,793	3,315	4,819	8,326	51,688	80,368
Grand Prix	3,435	6,860	9,001	19,904	73,290	125,569
Pontiac	2,698	6,733	7,552	19,291	73,309	120,145
Pontiac Division	18,611	26,783	48,725	71,455	415,613	556,666
GENERAL MOTORS	128,144	158,814	316,142	436,794	2,778,660	3,445,343
VOLKSWAGEN	6,681	4,251	15,085	9,158	130,304	110,003
DOMESTIC TOTALS	195,454	269,789	486,420	705,051	4,427,994	5,839,625
IMPORT TOTAL	.....	.....	198,508	210,085	1,684,142	1,647,339
INDUSTRY TOTALS	.....	.....	684,928	915,136	6,112,136	7,486,964

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

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